

SPECIAL TEST OF

TWO BENSON & HEDGES CIGARETTES ADS

AMONG BLACKS

JULY 1977

1004888578

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MAPES AND ROSS, INCORPORATED
PRINCETON, NEW JERSEY

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TEST METHOD

THE PURPOSE OF THIS TEST WAS TO DETERMINE HOW BLACK RESPONDENTS PERCEIVED THE MALE PROTAGONIST FEATURED IN EACH OF TWO BENSON & HEDGES ADS.

TO ACCOMPLISH THIS, A FORCED EXPOSURE, IMMEDIATE PLAYBACK TEST WAS EMPLOYED ON A MONADIC BASIS, SO THAT EACH RESPONDENT WAS EXPOSED TO ONLY ONE OF THE TWO AD EXECUTIONS. A TOTAL OF 15 MEN AND 10 WOMEN WERE EXPOSED TO EACH AD.

RESPONDENTS WERE CONTACTED ON THE STREET ON AN INTERCEPT BASIS IN HIGH TRAFFIC LOCATIONS IN THE NEW YORK METROPOLITAN AREA. TO QUALIFY FOR THE INTERVIEW RESPONDENTS HAD TO BE BLACK MEN OR WOMEN BETWEEN THE AGES OF 18 AND 49 WHO SMOKE AT LEAST A PACK OF CIGARETTES A WEEK. QUALIFIED RESPONDENTS WERE ASKED CLASSIFICATION QUESTIONS (AGE, CIGARETTE TYPE AND BRAND) AND THEN WERE GIVEN A COPY OF ONE OF THE TWO ADS AND INVITED TO LOOK AT IT FOR AS LONG AS THEY WISHED. THEN, THE AD WAS TAKEN FROM THE VIEW OF THE RESPONDENT, AND THE FOLLOWING QUESTIONS REGARDING THE AD WERE ASKED:

"What did the ad look like? Please describe the ad as you remember it."

"In your own words, what was the ad trying to tell you?"

"What went through your mind when you looked at this ad?"

"Are there any other comments you'd like to make about this ad?"

THE SAME AD WAS THEN RETURNED TO THE RESPONDENT SO THAT IT COULD BE VIEWED DURING THE REMAINDER OF THE INTERVIEW. AT THAT TIME, THE RESPONDENT WAS ASKED QUESTIONS CONCERNING HIS/HER PERCEPTION OF THE MAN PICTURED IN THE AD:

"Now I'd like you to look at this ad again and focus your attention on just the man pictured in the ad."

"How would you describe this person, that is, what type of person is he?" (Probe for details)

"What do you think he does for a living?"

"What hobbies does he have?"

"Do you think he's married or single?"

"What, if anything, did you like about this man?"

"What, if anything, did you dislike about this man?"

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TEST METHOD (CONTINUED)

"Finally, I'd like to read you a list of words and ask you to tell me which ones you feel apply to this man and which ones do not. After I read each word, simply tell me, by using the words on this card, if it applies very much, applies somewhat, or doesn't apply at all to the man in the ad."

Charming
Intelligent
Likeable
Warm

Sociable
Straightforward
Enjoys life
Outgoing

Honest
Attractive
Phony
Reliable

Snobbish
Mature
Insincere
Irritable

Self-centered
Active

"What other words would you use to describe him?"

THUS, THE FOLLOWING DATA WERE OBTAINED ON EACH OF THE TWO ADS:

- OPEN-END PLAYBACK OF RESPONDENTS' OVERALL PERCEPTION OF THE AD
- OPEN-END PLAYBACK OF RESPONDENTS' PERCEPTION OF THE MAN IN THE AD
- RATINGS OF THE APPLICABILITY TO EACH MAN OF SEVERAL PERSONALITY DESCRIPTIONS.

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SUMMARY

THE REACTION OF BLACK SMOKERS TO THESE TWO BENSON & HEDGES EXECUTIONS INDICATES A MEASURABLE DIFFERENCE IN THE WAY THE TWO FEATURED MEN WERE PERCEIVED. THE "MAN WITH BLUE PLAID SHIRT" WAS REGARDED MUCH MORE FAVORABLY THAN THE "MAN WITH WHITE HAT." IN ADDITION TO THE QUESTION OF THE PERSONALITY IMAGE BEING PROJECTED IN ASSOCIATION WITH BENSON & HEDGES, THE EVIDENCE SUGGESTS THAT THE ATTENTION BEING RECEIVED BY THE MAN IN THE "MAN WITH WHITE HAT" AD MAY BE DILUTING THE COMMUNICATIONS EFFECTIVENESS OF THIS EXECUTION.

THESE CONCLUSIONS ARE BASED ON THE FOLLOWING FINDINGS:

- IN RESPONSE TO THOSE QUESTIONS DIRECTED TOWARD RESPONDENTS' OVERALL PERCEPTION OF THE AD (PAGE 4), PLAYBACK OF BRAND-RELATED IDEAS AND REFERENCE TO THE BROKEN CIGARETTE VISUAL DEVICE WERE HIGHER FOR THE "MAN WITH BLUE PLAID SHIRT." FROM THE "MAN WITH WHITE HAT" AD, RESPONDENTS' PLAYBACK DWELT MORE ON THE MAN THAN ON THE STORY.
- IN RESPONSE TO THOSE QUESTIONS WHICH SINGLED OUT RESPONDENTS' REACTIONS TO THE MEN IN THE ADS (AS DISTINCT FROM THE OVERALL AD), THE "MAN WITH BLUE PLAID SHIRT" WAS DESCRIBED AS A NORMAL, MIDDLE-OF-THE-ROAD WORKING MAN WHO ENJOYS SPORTS AND THE OUT-DOORS. ON THE OTHER HAND, THE "MAN WITH WHITE HAT" CAME ACROSS AS A MUCH LESS WHOLESOME AND LESS TRUSTWORTHY PERSON. (PAGES 5-7)
- IN RESPONSE TO THE DIRECT QUESTIONS ON LIKE/DISLIKE OF THESE MEN (PAGE 8), THE FOLLOWING OVERALL PATTERN EMERGED:-

	<u>SOMETHING LIKED</u>	<u>SOMETHING DISLIKED</u>
MAN WITH WHITE HAT	60%	48%
MAN WITH BLUE PLAID SHIRT	88	28

IN ADDITION TO THIS QUANTITATIVE DIFFERENCE, THE REASONS GIVEN FOR LIKE/DISLIKE REFLECTED A MORE FAVORABLE REACTION TO THE "MAN WITH BLUE PLAID SHIRT."

- FINALLY, IN RESPONSE TO THE STRUCTURED QUESTION WHICH WAS EMPLOYED TO OBTAIN RATINGS OF THE APPLICABILITY OF PERSONALITY DESCRIPTIONS TO EACH OF THESE MEN, THE "MAN WITH BLUE PLAID SHIRT" RECEIVED HIGHER RATINGS ON THE FAVORABLE DIMENSIONS AND LOWER ON THE UNFAVORABLE ONES IN EVERY ONE OF THE PERSONALITY DESCRIPTIONS (PAGE 10).

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BENSON & HEDGES 100'S
OVERALL PERCEPTION OF THE AD

% RESPONDENTS

	(BASE)	<u>"MAN WITH WHITE HAT"</u> (25)	<u>"MAN WITH BLUE PLAID SHIRT"</u> (25)
<u>ONE OR MORE IDEAS</u>		40%	68%
LONG, LONGER 100'S, 100MM		24 -	52 4%
GOOD QUALITY, BEST ENJOYABLE, PLEASURABLE		20 16	28 16
GIVE YOU MORE FOR YOUR MONEY		4	12
LOW IN TAR/NICOTINE		-	8
MILD		-	4
COOL		-	4
<hr style="border-top: 1px dashed black;"/>			
<u>ONE OR MORE PRESENTATIONAL ELEMENTS</u>		92%	76%
REFER TO MAN		76	44
WOMAN CHASER		24%	-
WITH HAT		20	-
SLICK, COOL, SOLID, HIP		16	-
SMOKING		16	16%
BLACK		12	4
DOING HIS THING		12	-
GOOD-LOOKING		12	4
PIMP		8	-
CONCEITED		4	-
MODEL		4	-
WITH GREAT DIGS		4	-
UGLY		4	-
SMART ALECK		4	-
SEEMS TO THINK HE'S FUNNY, LIKE A STUNT OR SOMETHING		-	4
LOOKING AT SOMETHING WHICH MAKES HIM BECOME AMUSED, LIKE HIS BENT CIGARETTE		-	4
SMILING AT HIMSELF IN MIRROR ABOUT HIS BROKEN CIGARETTE		-	4
TRYING TO PUT SOMEONE ON		-	4
YOUNG EXECUTIVE JUST RELAXING		-	4
SMIRK ON FACE		-	4
REFER TO BROKEN CIGARETTE		16	56
REFER TO HEALTH WARNING		8	12
IT'S FUNNY TO BREAK YOUR CIGARETTE		4	8
MENTION: "WHAT'S SO FUNNY?"		4	4
GOOD CIGARETTE TO HELP STOP SMOKING		4	12

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BENSON & HEDGES 100'S

OVERALL PERCEPTION OF THE MAN IN THE AD

	(BASE)	"MAN WITH WHITE HAT" (25)	"MAN WITH BLUE PLAID SHIRT" (25)
<i>"How would you describe this person, that is, what type of person is he?"</i>			
PIMP		20%	-
BLACK MAN		12	4%
BIG SHOT		8	-
GOOD-LOOKING		8	-
CONCEITED		8	-
WORKING CLASS, WORKING MAN		8	8
NOT TRUSTWORTHY		4	-
SET-UP MAN		4	-
TOO FANCY		4	-
HUSTLER		4	-
PUSHER		4	-
CHARMING		4	-
WINNER		4	-
MODEL		4	-
CARRIES WEIGHT, HAS INFLUENCE		4	-
TIGHT TO SELF		4	-
NOT LIBERAL		4	-
ACTOR		4	-
BASEBALL PLAYER OR MUSICIAN		4	-
AVERAGE, EVERYDAY MAN		4	4
MIDDLE CLASS SMOKER		4	-
HAPPY-GO-LUCKY		4	-
FRIENDLY		-	8
HOOED ON SMOKING, SMOKER		-	8
ENJOYING HIS SMOKE		-	8
PROBABLY DOESN'T EVEN SMOKE		-	8
OUT FOR THE MONEY IN THE AD		-	8
HONEST - SMILES AT HIS MISTAKE		-	4
MAN SMILING AT SOMETHING		-	4
TRYING TO CHARM A GIRL		-	-
WITH A DUMB STUNT		-	4
STOPPED SMOKING AND GOT CAUGHT		-	-
IN ACT AGAIN		-	4
HOMOSEXUAL		-	4
DRESSED CASUALLY, RATHER ALOOF		-	4
YOUNG MAN WITH AN OUT-TO-DO-		-	-
THINGS ATTITUDE		-	4
ATHLETIC		-	4
INTELLIGENT		-	4
EASY TO GET ALONG WITH		-	4
FAMILY MAN		-	4
LOOKS FUNNY WITH CIGARETTE		-	-
HANGING OUT OF MOUTH		-	4
HAPPY		-	4
DON'T KNOW, NO ANSWER,		-	-
NONSPECIFIC		8	16

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BENSON & HEDGES 100'S

OVERALL PERCEPTION OF THE MAN IN THE AD (CONT'D)

	<u>"MAN WITH WHITE HAT"</u>	<u>"MAN WITH BLUE PLAID SHIRT"</u>
(BASE)	(25)	(25)
<i>"What do you think he does for a living?"</i>		
PIMP	20%	-
MOVIE STAR, ACTOR, MODEL	16	12%
NUMBERS	12	-
UNEMPLOYED	4	-
PUSHER	4	-
GAMBLER	4	-
OFFICE WORKER	4	4
BUS DRIVER, CAB DRIVER, TRUCK DRIVER	4	8
BALL PLAYER	4	4
BUSINESSMAN	4	8
SALESMAN	4	-
DANCER	4	-
DOCTOR	-	8
CONSTRUCTION WORKER	-	8
TRANSIT WORKER	-	4
BLUE COLLAR JOB	-	4
ACCOUNTANT	-	4
WORKS IN BANK	-	4
ADVERTISING MAN	-	4
STUDENT	-	4
HUSTLER	-	4
DON'T KNOW, NO ANSWER	16	16

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BENSON & HEDGES 100'S

OVERALL PERCEPTION OF THE MAN IN THE AD (CONT'D)

		<u>"MAN WITH WHITE HAT"</u>	<u>"MAN WITH BLUE PLAID SHIRT"</u>
	(BASE)	(25)	(25)
<i>"What hobbies does he have?"</i>			
WOMEN, DATING		12%	8%
HORSES		8	4
CARDS		8	4
SAILING, BOATING		4	8
TENNIS		4	12
BASEBALL		4	8
GOLF		4	4
GAMBLING		4	-
ART		4	-
CHESS		4	4
MAKING JEWELRY		4	-
JOGGING		-	8
FISHING		-	8
CARS		-	8
BOWLING		-	4
SMOKING		-	4
SPORTS		-	4
OUTDOORS		-	4
FOOTBALL		-	4
GOLD AND READING		-	4
TV		-	4
CAMPING		-	4
DON'T KNOW, NO ANSWER		44	16

"Do you think he's married or single?"

SINGLE	72%	48%
MARRIED	4	36
DIVORCED	4	-
DON'T KNOW, NO ANSWER	20	16

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BENSON & HEDGES 100'S

OVERALL PERCEPTION OF THE MAN IN THE AD (CONT'D)

	(BASE)	"MAN WITH WHITE HAT" (25)	"MAN WITH BLUE PLAID SHIRT" (25)
<i>"What, if anything, did you <u>like</u> about this man?"</i>			
LIKE (NET)		<u>60%</u>	<u>88%</u>
THE WAY HE DRESSES		12	-
EYES		12	16
GOOD-LOOKING		8	12
GOT IT TOGETHER FOR HIMSELF		4	-
LOOKS COOL		4	4
HIS ATTITUDE AND HIS MONEY		4	-
SHOWS HOW HE DOES BY HIS CLOTHES		4	-
LOOKS HAPPY		4	-
HIS POSE		4	-
HE IS SEXY		4	-
HIS HAT		4	-
NICE PERSON		4	-
SMILE		-	16
FRIENDLY, CONGENIAL		-	12
HONEST		-	8
SOLID		-	8
HAIR		-	8
FACT THAT HE'S BLACK		-	8
HE'S SMILING AT SOMETHING WE ALL CAN IMAGINE		-	4
GETS WOMEN		-	4
HAS AN EASY LOOK TO HIM		-	4
FACE		-	4
DON'T KNOW, NO ANSWER, NOTHING		<u>40</u>	<u>12</u>
<i>"What, if anything, did you <u>dislike</u> about this man?"</i>			
DISLIKE (NET)		<u>48%</u>	<u>28%</u>
TOO SLICK, TOO COOL		8	-
THE BROKEN CIGARETTE		8	-
LIPS, MOUTH		8	-
CONCEITED, TOO HEAVY ON SELF		4	-
NOT FOR REAL		4	-
NOT CLEAN-CUT		4	-
TOO FANCY		4	-
TOO CLEANSHAVEN		4	4
NEEDS A SHAVE		4	8
BLUE EYES UNREALISTIC		4	-
HAT		4	-
NOSE		4	-
LOOKS LIKE A CON ARTIST, PHONY		-	8
HIS SMIRK COULD BE SNOTTY		-	4
HE DOESN'T LIKE THE CIGARETTE		-	4
DON'T KNOW, NO ANSWER, NOTHING		<u>52</u>	<u>72</u>

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BENSON & HEDGES 100'S

OVERALL PERCEPTION OF THE MAN IN THE AD (CONT'D)

	<u>"MAN WITH WHITE HAT"</u>	<u>"MAN WITH BLUE PLAID SHIRT"</u>
	(BASE)	(25)
<i>"What other words would you use to describe him?"</i>		
HAPPY, ENJOYS LIFE	12%	-
GOOD DRESSER	8	-
GOOD ACTOR	8	-
NICE PERSON	8	16%
COOL, SLICK	4	-
SNIDE	4	-
NOT COOL	4	-
BEAUTIFUL, GOOD-LOOKING	4	4
HUSTLER	4	4
KILLER	4	-
STRONG	4	-
AVERAGE BLACK SMOKER	4	-
LIKES SPORTS, MUSIC, AND READING	4	-
MAKES MONEY	4	-
HAS BEEN AROUND	4	-
AVERAGE GUY	-	20
WORKING MAN	-	8
MIDDLE CLASS BLACK AMERICAN	-	4
ENJOYS HIS CIGARETTE	-	4
OPEN-MINDED TYPE	-	4
SEXY	-	4
PUT-ON	-	4
DIPPY OREO	-	4
HEAD TRIPPER	-	4
FISHERMAN	-	4
FRIENDLY	-	4
ENJOYED POSING FOR THE PICTURE	-	4

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BENSON & HEDGES 100'S

APPLICABILITY OF PERSONALITY DESCRIPTIONS

"Finally, I'd like to read you a list of words and ask you to tell me which ones you feel apply to this man and which ones do not. After I read each word, simply tell me, by using the words on this card, if it applies very much, applies somewhat, or doesn't apply at all to the man in the ad."

	<u>"MAN WITH WHITE HAT"</u>			<u>"MAN WITH BLUE PLAID SHIRT"</u>		
	(BASE)	(25)		(25)		
	APPLIES VERY MUCH	APPLIES SOMEWHAT	DOESN'T APPLY AT ALL	APPLIES VERY MUCH	APPLIES SOMEWHAT	DOESN'T APPLY AT ALL
CHARMING	48.0	40.0	12.0	64.0	36.0	0.0
INTELLIGENT	64.0	20.0	16.0	88.0	12.0	0.0
LIKEABLE	40.0	52.0	8.0	76.0	24.0	0.0
WARM	40.0	48.0	12.0	76.0	24.0	0.0
SOCIABLE	60.0	36.0	4.0	88.0	12.0	0.0
STRAIGHTFORWARD	44.0	32.0	24.0	52.0	32.0	16.0
ENJOYS LIFE	72.0	28.0	0.0	76.0	24.0	0.0
OUTGOING	48.0	52.0	0.0	76.0	20.0	4.0
HONEST	20.0	40.0	36.0	56.0	36.0	8.0
ATTRACTIVE	48.0	36.0	12.0	72.0	28.0	0.0
PHONY	52.0	20.0	28.0	16.0	20.0	64.0
RELIABLE	16.0	36.0	44.0	48.0	36.0	16.0
SNOBBISH	12.0	36.0	52.0	8.0	16.0	76.0
MATURE	24.0	56.0	20.0	64.0	36.0	0.0
INSINCERE	32.0	12.0	56.0	12.0	36.0	52.0
IRRITABLE	8.0	40.0	52.0	0.0	40.0	60.0
SELF-CENTERED	52.0	36.0	12.0	40.0	44.0	16.0
ACTIVE	64.0	36.0	0.0	72.0	24.0	4.0

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BENSON & HEDGES 100'S

BACKGROUND CHARACTERISTICS

	<u>"MAN WITH WHITE HAT"</u>	<u>"MAN WITH BLUE PLAID SHIRT"</u>
(BASE)	(25)	(25)
<i>"First of all, in which of the following age groups are you?"</i>		
18 - 24	16.0%	36.0%
25 - 29	16.0	12.0
30 - 34	32.0	12.0
35 - 39	12.0	16.0
40 - 44	24.0	4.0
45 - 49	0.0	16.0
NO ANSWER	0.0	4.0
<i>"What is your regular brand of cigarettes, that is, what is the <u>full name</u> of the brand you smoke most often?"</i>		
PALL MALL	24.0%	4.0%
KOOL	16.0	40.0
MARLBORO	16.0	8.0
NEWPORT	8.0	8.0
WINSTON	8.0	8.0
SALEM	8.0	4.0
MORE	8.0	0.0
FACT	4.0	0.0
RALEIGH	4.0	0.0
KENT	4.0	0.0
VICEROY	0.0	8.0
BENSON & HEDGES	0.0	4.0
DORAL	0.0	4.0
VANTAGE	0.0	4.0
PHILIP MORRIS, MULTIFILTER	0.0	4.0
OTHER	0.0	4.0
<i>"Is that a plain filter, menthol filter, or non-filter?"</i>		
PLAIN FILTER	48.0%	56.0%
MENTHOL FILTER	36.0	44.0
NON-FILTER	12.0	0.0
DON'T KNOW, NO ANSWER	4.0	0.0
<i>"Is that a 100 mm cigarette, is it <u>shorter</u> than 100 mm, or longer than 100 mm?"</i>		
100 MM IN LENGTH	40.0%	40.0%
SHORTER THAN 100 MM	52.0	56.0
LONGER THAN 100 MM	0.0	0.0
DON'T KNOW, NO ANSWER	8.0	4.0

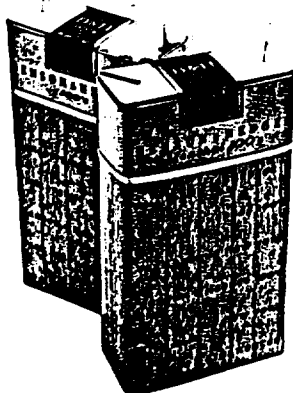
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Benson & Hedges

100's

It's funny...
I think.

that's the break



Menthol and Regular

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

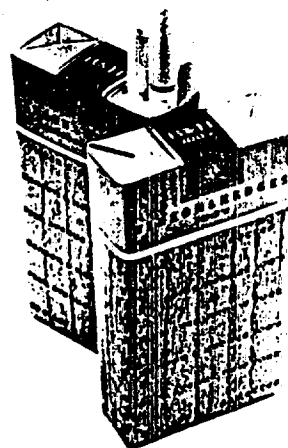
13 mg "tar", 1.0 mg nicotine av. per cigarette; FTC Report Dec./76.

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Benson & Hedges 100's

What's so
funny?

that's the breaks.



Regular and Menthol

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method. Dec. 76.

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MAPES & ROSS
PRINCETON, N.J. 08540

() MALE () FEMALE

JOB #3207

BENSON & HEDGES
AD TEST
QUESTIONNAIRE

AD VERSION



Pardon me, my name is _____. We're doing a survey among cigarette smokers in the age group of 18-49 for a nationwide research firm. I'd like to ask you a few questions.

Q. 1. First of all, in which of the following age groups are you?

- | | | |
|------------|------------|------------|
| 1() 18-24 | 3() 30-34 | 5() 40-44 |
| 2() 25-29 | 4() 35-39 | 6() 45-49 |

Q. 2. Do you smoke cigarettes, that is, at least a pack a week? 1() YES 2() NO

IF NOT IN AGE GROUP 18-49 OR IF RESPONSE IS "NO" TO Q. 2, DISCONTINUE THE INTERVIEW AND CODE "NQ" AT THE TOP OF THE QUESTIONNAIRE.

Q. 3. What is your regular brand of cigarettes, that is, what is the full name of the brand you smoke most often? _____

Q. 4. Is that a plain filter, menthol filter or non-filter?

- | | |
|---------------------|-----------------|
| 1() Plain filter | 3() Non-filter |
| 2() Menthol filter | 4() DK/NA |

Q. 5. Is that a 100 mm length cigarette, is it shorter than 100 mm, or longer than 100 mm?

- | | |
|--------------------------|-------------------------|
| 1() 100 mm in length | 3() Longer than 100 mm |
| 2() Shorter than 100 mm | 4() DK/NA |

Q. 6. Now I'd like to have you look at this ad. Please look at it for as long as you would like.

GIVE AD VERSION A TO RESPONDENT IF YOU ARE USING QUESTIONNAIRE VERSION A (BLUE).
GIVE VERSION B IF YOU ARE USING QUESTIONNAIRE VERSION B (YELLOW).

AFTER RESPONDENT HAS HAD ADEQUATE TIME TO LOOK AT THE AD, TAKE IT BACK AND PUT IT OUT OF VIEW OF THE RESPONDENT. THEN, ASK Q. 6a.

Q. 6a. What did the ad look like? _____

Please describe the ad
as you remember it. _____

Q. 6b. In your own words, what was
the ad trying to tell you? _____

Q. 6c. What went through your mind
when you looked at this ad? _____

Q. 6d. Are there any other comments
you'd like to make about this ad? _____

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MAPES & ROSS QUESTIONNAIRE - Cont'd.

TAKE OUT THE SAME AD THAT RESPONDENT LOOKED AT A FEW MINUTES AGO. GIVE IT BACK TO THE RESPONDENT SO THAT HE/SHE CAN LOOK AT IT UNTIL THE INTERVIEW IS COMPLETED. ASK Q. 7.

Q. 7. Now I'd like you to look at this ad again and focus your attention on just the man pictured in the ad.

Q. 7a. How would you describe this _____
person, that is, what type of
person is he? (Probe for details) _____

What do you think he does for a living? _____

What hobbies does he have? _____

Do you think he's married or single? _____

Q. 7b. What, if anything, did you like _____
about this man? _____

Q. 7c. What, if anything, did you _____
dislike about this man? _____

Q. 8. Finally, I'd like to read you a list of words and ask you to tell me which ones you feel apply to this man and which ones do not. After I read each word, simply tell me, by using the words on this card, if it applies very much, applies somewhat, or doesn't apply at all to the man in the ad.

HAND RESPONDENT PINK CARD WHICH LISTS THE THREE ALTERNATIVES OF "Applies Very Much", "Applies Somewhat" and "Doesn't Apply At All".

	Applies Very Much	Applies Somewhat	Doesn't Apply At All
a. Charming	1()	2()	3()
b. Intelligent	1()	2()	3()
c. Likeable	1()	2()	3()
d. Warm	1()	2()	3()
e. Sociable	1()	2()	3()
f. Straight forward	1()	2()	3()
g. Enjoys life	1()	2()	3()
h. Outgoing	1()	2()	3()
i. Honest	1()	2()	3()
j. Attractive	1()	2()	3()
k. Phoney	1()	2()	3()
l. Reliable	1()	2()	3()
m. Snobbish	1()	2()	3()
n. Mature	1()	2()	3()
o. Insincere	1()	2()	3()
p. Irritable	1()	2()	3()
q. Self centered	1()	2()	3()
r. Active	1()	2()	3()

What other words would you _____
use to describe him? _____

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MAPES & ROSS QUESTIONNAIRE - Cont'd.

CONCLUDE THE INTERVIEW BY OBTAINING THE RESPONDENT'S NAME, AND
TELEPHONE NUMBER (IF POSSIBLE).

() MALE

() FEMALE

RESPONDENT'S NAME _____

Area Code _____

Tele. No. _____

I HEREBY ATTEST THAT THIS IS A BONAFIDE INTERVIEW
OBTAINED ACCORDING TO MY INSTRUCTIONS.

Interviewer's Signature _____

Date _____

Time Completed _____ AM
PM

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